

Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

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R 110920Z SEP 73

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3372

INFO AMCONSUL BARCELONA

AMEMBASSY ROME

UNCLAS MILAN 1552

E.O. 11652: N/A

TAGS: BEXP, IT, SP

SUBJ: CHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION
TRADE MISSION

MILAN FROM FIELD

ROME FOR COMM. AND B. & M.

BARCELONA FOR FIELD

FOR COMMERCE

1. TENTATIVE SCHEDULE FOR MILAN: OCT 13 MISSION TO ARRIVE
MILAN LINATE. AIRPORT 1050 ON AL. 265. MET BY PETER FROST,
COMMERCIAL OFFICER. PROCEED TO AERHOTEL FIERAMILANO BY
PRIVATE BUS. FROST WILL PROVIDE WITH INDIVIDUAL SCHEDULES.
1830 BRIEFING PETER FROST'S RESIDENCE BY CONGEN, TRADE
CENTER DIRECTOR AND STAFF (TRANSPORT BY TAXI). OCT 14
(SUNDAY) 1100 SPECIAL GUIDED TOUR OF MAC 73 BY PROF.
DINELLI, PRESIDENT U.N.C.I. AND DR. GENNARI DINI, DIRECTOR
MAC, WHO WILL HOST MISSION AT LUNCHEON AT MAC FAIRGROUND.
OCT. 15 INDIVIDUAL APPOINTMENTS AT U.S. TRADE CENTER. 1900
CONGEN WILL HONOR MISSION AT RECEPTION EXCELSOIR GALLIA
HOTEL. TRANSPORTATION BY CONGEN CAR AND 2 HIRED LIMOS
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AERHOTEL TO AND FROM GALLIA. OCT. 16 INDIVIDUAL APPOINT-
MENTS. OCT. 17 0900-1300 INDIVIDUAL APPOINTMENTS. DEPAR-

TURE FOR BARCELONA ON IB 841 AT 1640. TRANSPORTATION TO LINATE
AIRPORT WILL BE BY PRIVATE BUS FROM AEROHOTEL FIERAMILANO.

2. ESTIMATED MISSION BUDGET FOR ENTIRE ITALIAN PORTION OF
VISIT FOLLOWS. MISSION SUITE NEXT TO DIRECTOR'S ROOM DOLS
106, TRANSPORTATION DOLS 70, INTERPRETERS DOLS 360,
MISSION SECRETARY BEFORE AND DURING MISSION DOLS 424,
PHOTOGRAPHER, SIGNS DOLS 110, PRINTING AND MAILING OF
BROCHURES DOLS 530. DUE TO LATE ARRIVAL OF PRINTING
PACKAGE HAD TO PAY PREMIUM TO LOWEST BIDDER. TOTAL ESTI-
MATED MISSION BUDGET FOR ITALY DOLS 1600.

3. ESTIMATED HOSPITALITY COSTS: BEVERAGES FOR DIRECTOR'S
SUITE DOLS 45; CONGEN'S RECEPTION (LIQUOR DOLS 112, RECEP-
TION ROOM DOLS 790, RECEPTION INVITATIONS PRINTING AND MAILING
DOLS 66, TRANSPORTATION TO AND FROM RECEPTION DOLS 60 -
TOTAL FOR RECEPTION DOLS 1028); COFFEE AND MINERAL WATER
DURING APPOINTMENTS DOLS 40; MISCELLANEOUS DOLS 12. TOTAL:
DOLS 1125.

4. HOTEL RESERVATIONS FOR MISSION CONFIRMED AERHOTEL
FIERAMILANO, 11 SINGLES AND ONE MISSION SUITE FOR OCT. 13-17.

5. SLIDE PROJECTOR AVAILABLE FOR USE BY MISSION MEMBERS.

6. EXTENSIVE PUBLICITY FOR MISSION ALREADY SET UP. ASSO-
CHIMICA WEEKLY BULLETIN TO 500 MEMBERS, AMCHAM COMMERCE
NEWSLETTER WILL CARRY ANNOUNCEMENTS IN TWO WEEKS, MAC FAIR
WILL SEND FLYER TO 360 EXHIBITORS AND MANY VISITORS ANNOUNCING
MISSION, WILL MOUNT POSTER AT FAIR ENTRANCE LISTING MISSION
COMPANIES AND PRODUCT LINES. IN-HOUSE PHOTOGRAPHER WILL BE
AT AIRPORT, MAC AND U.S. TRADE CENTER. USIS MILAN WILL ALSO
ASSIST WITH PUBLICITY.

7. CONGEN WILL SEE TO CONFIRMATION OF FORWARD TRAVEL RESER-
VATIONS.

8. PLEASE WITHDRAW \$400 TO WASHDC. NO LONGER NEEDED AS IN
ORIGINAL AUTHORIZATION. ADVANCE OFFICER GREATLY APPRECIATES
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HIGHLY PROFESSIONAL ASSISTANCE AND WARM HOSPITALITY RECEIVED
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